employees who have been absorbed against these vacant posts;

(b) whether all extra departmental branch post masters working in Punjab and Haryana circles are being paid delivery allowance due to them from 1-1-1986 in lieu of additional work of delivery of mails; if not, what are the reasons; and

(c) whether all the ED runners/mail carriers are being compensated for performing additional duty of delivery of mails; if so, what is the quantum of the compensation ?

THE MINISTER OF STATE OF THE MINISTRY OF COMMUNICATIONS (SHRI JANESHWAR MISHRA): (a) to (c) The information is being collected and will be laid on the table of the House.

Marathi T V serials

2303. SHRIMATI RATAN KUMARI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the names of Marathi T.V. serials received upto April, 1990 under sponsored category by Director, Doordarshan, Bombay;

(b) whether Doordarshan, Bombay has received proposals on personalities like Saint Gyaneshwar and Chatrapati Shivaji, Veer Savarkar and Swami Vivekanand; and

(c) if not, whether Government propose to make such serials in Marathi under commissioned category and if not, the reasons therefor ?

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) to (c) Receiving proposals for sponsored programmes and taking action on them is a continuous process. Since the introduction of the scheme of sponsored programmes at Doordarshan Kendra, Bombay, the Kendra received about 500 proposals on various subjects, including some on personalities like Chatrapati Shivaji, etc.

Longer duration advertisements on T.V.

2304. SHRI DIPEN GHOSH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan is going to allow longer duration advertisement upto three minutes;

(b) what are the reasons therefor; and

(c) whether this will hurt small budget companies by making less time available for them ?

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. UPENDRA): (a) to (c) The existing policy already allows advertisements of longer duration on Doordarshan. However, till date no advertisement exceeding the duration of 60 seconds has been received by Doordarshan. Presently only about 3 per cent time is being used for advertisements as against permissible ceiling of 10 per cent. Hence question of less time for small budget Companies does not arise. However, longer duration advertisements are included in the capsule only if the time permits so that it is possible to accommodate as many clients as possible